



BOND STREET

*A Genuine and very different
Aromatic Mixture*

Contains a rare aromatic
tobacco never before used in
popular-price blends...
wonderful flavor and aroma,
even the ladies approve.
Smooth, cool and clean-burning.

TWO GRAND PIPE MIXTURES with the *bite out* and the *flavor in!*

offered by **PHILIP MORRIS**



HOW TO SUE
YOUR PIPE IF
IT'S TO BLAME

♦ It is not the fault of your pipe—when it began to taste like a combination of horrid stew and old Christmas stockings... or just "flat"—like nothing at all. Look to your tobacco, Mister... don't blame the pipe! Case dismissed.

* Here are two fine tobaccos, for your judgment.

One is almost certain to delight you... to make your pipe smoke sweeter and taste better than ever before.

So we suggest you try them. Either one first. Then the other.

You'll find both extra good... smooth and cool-smoking... with a world of flavor in... and with "the bite out!"

A Philip Morris advance in pre-

paring fine tobacco accounts for that—and here's the evidence:

HARD EVIDENCE Laboratory measurement of the irritation ("bite") in the smoke, indicates that the average of six other leading, popular pipe tobaccos is over THREE TIMES AS IRRITATING AS REVELATION! Since BOND STREET also is produced by the same Philip Morris company, you'll find this goes for BOND STREET too!

Your favorite tobacco counter has both REVELATION and BOND STREET. What can you lose? You may gain—a new high in enjoyment of your pipe!

EITHER **15¢**

REVELATION

*One of the world's most Perfectly
Balanced Blends*

A magnificent "flavor-blend" of five
different, superb tobaccos... cut
five different ways; smokes clean,
cool and even—every puff a pleasure.



Try them—
separately—or mix them
to your taste.



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